

# **EMBASSY OF THE UNITED STATES OF AMERICA**

## **PUBLIC AFFAIRS SECTION**

TEL: 880-2-883-7150-4

FAX: 880-2-9881677, 9885688

E-MAIL: [DhakaPA@state.gov](mailto:DhakaPA@state.gov)

WEBSITE: <http://dhaka.usembassy.gov>



## **REMARKS BY U.S. AMBASSADOR TO BANGLADESH DAN MOZENA BRANDOT/ANANTA JOINT VENTURE LAUNCH CEREMONY**

**Izumi Restaurant  
October 8, 2012**

Martin Trust, Chief Executive Officer, Brandot International

Sharif Zahir, Managing Director, Ananta Group

HE Sarath Weragoda, High Commissioner of Sri Lanka

Representatives of the Joint Venture Partners

Colleagues and Friends

Partnership ..., partnership ..., Partnership among America, Bangladesh and many other countries..., partnership to work together, to contribute financial resources, to share technology ...I believe such partnership is critical if Bangladesh is to achieve its goal of becoming the world's largest exporter of readymade garment and household textiles.

I am pleased and proud that American business is playing an important role in building these partnerships. Brandot International is a natural partner for Bangladesh as it strives to produce high end products. Brandot's founder and president is the legendary Marty Trust, an icon of the apparel and textile industry. I welcome Marty to wonderful Bangladesh.

1970 was a great year. It was the year that I left my home in Iowa for the first time and ventured overseas, to Nepal, where I was a cultural exchangee and lived with Nepali families scattered about the country. While I was discovering myself in Nepal, Marty Trust set his sights much higher. In 1970 he founded MAST Industries, which he developed into one of the world's largest international apparel producers. Indeed, his pedigree in the world of apparel goes on for pages.... but most important is that Marty Trust has come to Bangladesh.

As American ambassador to Bangladesh, I am often asked by my Bangladeshi friends to bring American investors and technology to Bangladesh. It is a strange question, actually. I think the idea is that I am to go to New York and California and places in between and snatch businessmen off the street and grab a bagful of technological gadgets and bring it all to Bangladesh. Be assured, no investor would ever go anywhere because some ambassador asks him to do so. No ... American investors will come to Bangladesh when it makes sense to come.

... and they are coming. Just last week Jeff Immelt, Chairman of GE, the world's third largest company, was in Bangladesh ... not to earn frequent flyer miles, but rather because it made business sense to come.

Today, international apparel icon Marty Trust is here ... he is here because it makes sense to be here, to join in partnership with the Ananta Group and other partners to launch three new joint ventures.

Be assured that Marty's coming to Bangladesh will be noticed in the apparel world. Where Martin Trust goes, others are sure to follow.

The challenge for Bangladesh is to endeavor more than ever to create an investment climate that will powerfully attract new investment to Bangladesh. The challenges are well known: inadequate port, railroad, and road infrastructure, shortages of energy and power, corruption, deficient rule of law, and the specter of political instability. These challenges are real, but each is surmountable. God has truly blessed Bangladesh, because every challenge that the nation faces can be overcome. I am pleased that American companies such as Chevron, GE and ConocoPhillips are helping Bangladesh resolve some of these challenges.

A few of you may be familiar with my vision of the New Bangladesh, the Middle-Income Bangladesh, the Golden Bangladesh ... the Bangladesh that is the world's largest exporter of readymade garments and household textiles and a global player in pharmaceutical production, IT, small freighters, frozen fish/shrimp, footwear, finished leather goods, bone china, silk, jute and the list goes on ... this Bangladesh would be Asia's next tiger ... the Royal Bengal Tiger.

Marty Trust's visit to Bangladesh and his signing three new joint ventures in the apparel sector is an important step in making this vision of Bangladesh as an Asian tiger a reality.

I wish to thank Marty for making this historic venture to Bangladesh; I thank the Ananta Group and all the joint venture partners for their critical roles in the successful launch today of these three joint ventures. Your investments speak volumes. While I speak of the Royal Bengal Tiger strutting proudly and powerfully across the global economic stage, you ... Marty Trust, you ... Ananta Group, you ... other partners are actually making that envisioned Asian Tiger come to life.

I thank you ... all of Bangladesh thanks you for helping to build the Golden Bangladesh.

=====

*\*As prepared for delivery*